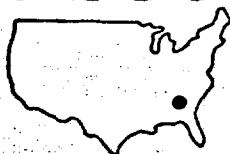


WSOC



TELEVISION/RADIO

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TELEPHONE 372-0930

CHARLOTTE, N. C.

May 11, 1970

Mr. Joseph F. Cullinan, III
Chairman, Executive Committee
The Tobacco Institute, Inc.
100 Park Avenue
New York, N. Y. 10017

Dear Mr. Cullman:

I was very much interested in the page advertisement which appeared in our local papers on May 5, with the exchange of letters between the institute and the American Cancer Society.

I say I was very much interested because of my previous experience with the American Cancer Society. I am a former president of a local chapter of the society, a former director of a local chapter and a former member of the board of directors of the North Carolina Division of the American Cancer Society.

I severed all of my ties with the society in 1969, because of the actions of the American Cancer Society in having some of its officers, namely Dr. Sol R. Baker of California and Dr. Ashbel C. Williams of Florida, lobby before the House Commerce Committee on April 21 of that year, in endeavoring to sponsor legislation to make cigarette advertising illegal in the broadcast media.

They accomplished their purpose by the use of funds contributed by the American public which were ostensibly collected for the purpose of education and research into the cause and cure of cancer. It is - and was then - my feeling that this is a misappropriation of publicly collected funds, and their use for the purpose of lobbying should render the American Cancer Society ineligible for the classification of a non-profit organization.

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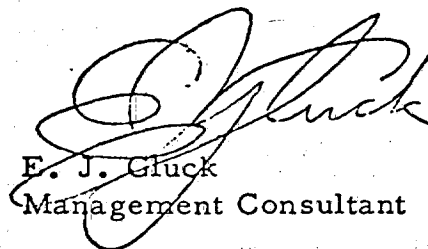
COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU(TV), San Francisco-Oakland; WIIIC-TV, Pittsburgh.

Mr. Joseph F. Cullman, III

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I notice you touch on this same point in your letter of April 29, when you refer to the Society's sponsored research as having been done with funds furnished by the Federal Government and the Cancer Society's treasury.

Yours very truly,



E. J. Gluck
Management Consultant

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